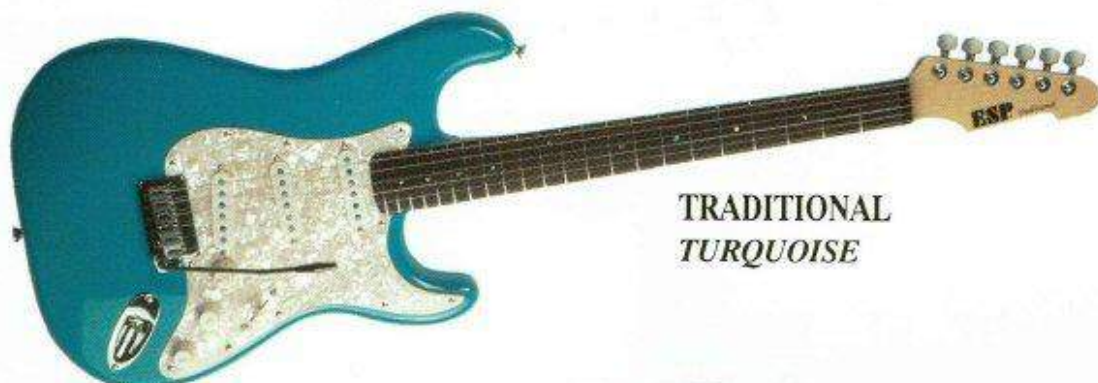




STANDARD MODELS

bolt-on neck guitars

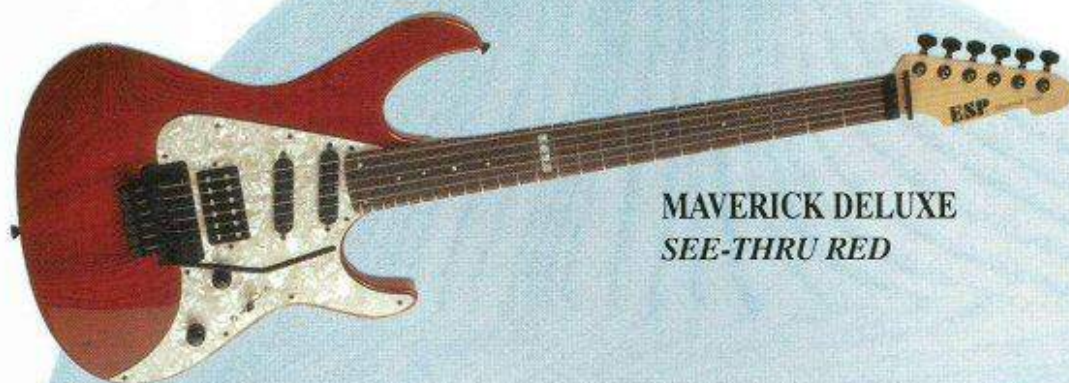


TRADITIONAL
TURQUOISE



M-II DELUXE
METALLIC PURPLE

On The Cover:
THE HYBRID
in METALLIC GOLD



MAVERICK DELUXE
SEE-THRU RED



HORIZON DELUXE
SEE-THRU BLUE

*Standard Model Guitars (except Traditional) feature the Seymour Duncan JB Humbucking Pickup
Traditional, M-II Deluxe and Maverick Deluxe are available with maple or rosewood fingerboards*

STANDARD MODELS

neck-thru-body guitars



M-II CUSTOM
BLACK



HORIZON CUSTOM
GUNMETAL BLUE

basses



M-4 STANDARD
METALLIC GREEN



HORIZON-4
CANDY APPLE RED

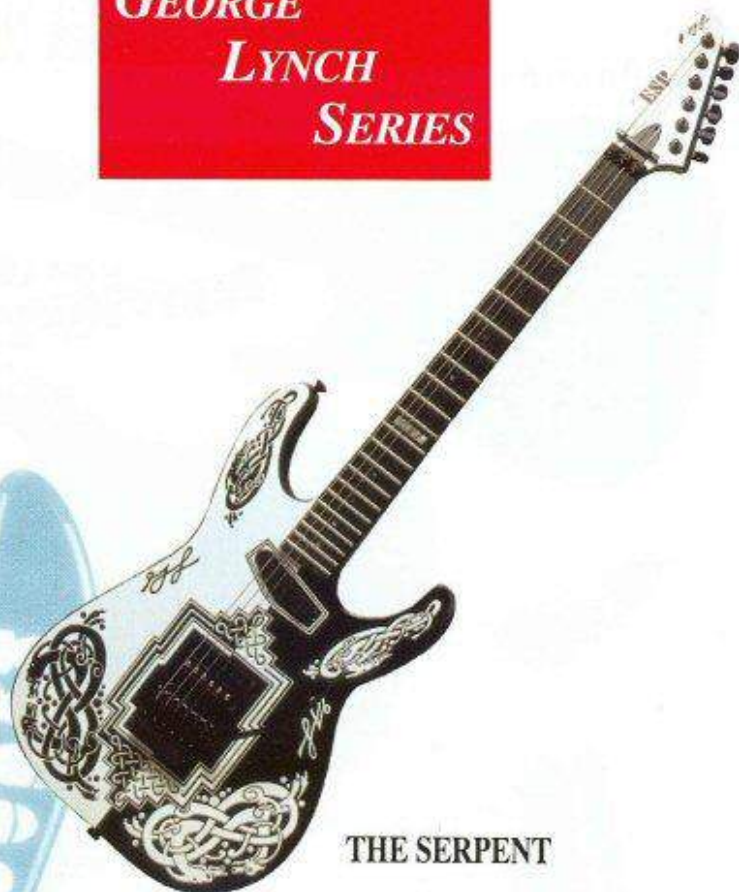
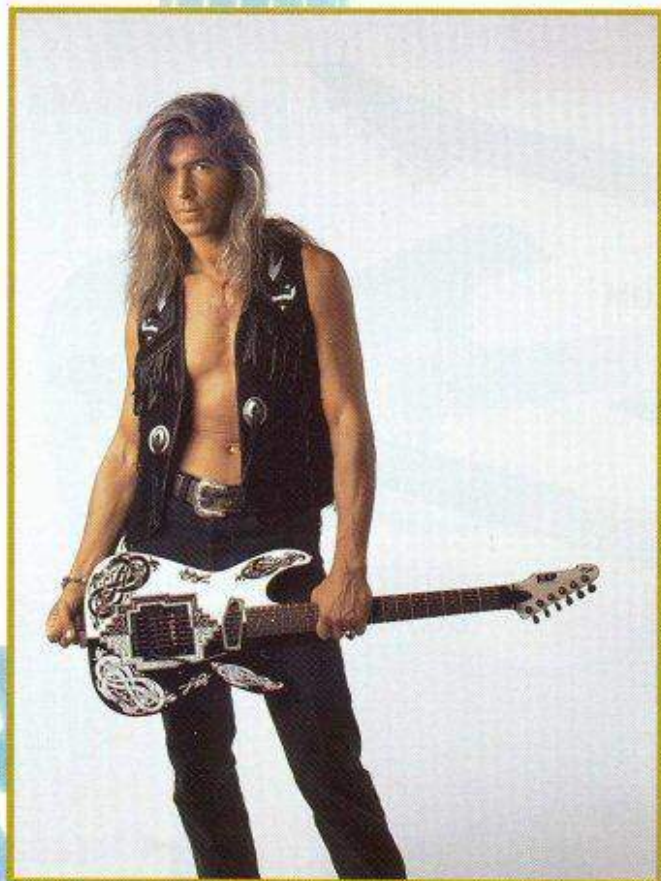


HORIZON-5
PEARL WHITE

bolt-on neck

neck-thru-body

**GEORGE
LYNCH
SERIES**



THE SERPENT



SUNBURST TIGER



SKULLS & SNAKES LTD. ED.



KAMIKAZE LTD. ED.



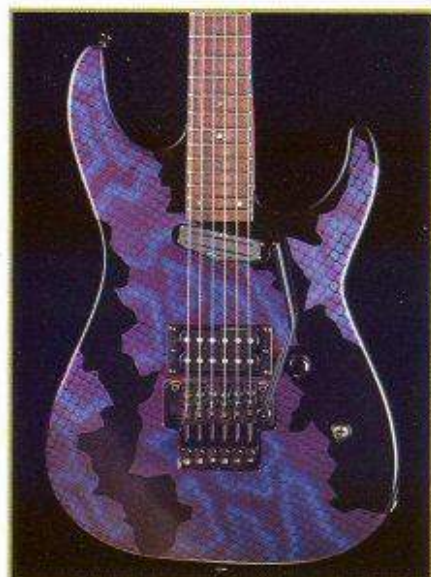
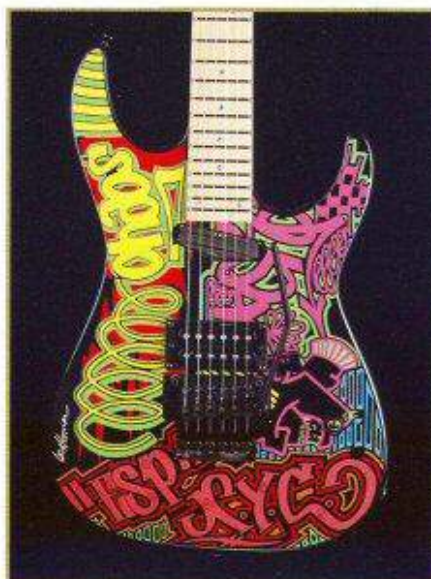
KAMIKAZE-I

GRAPHICS

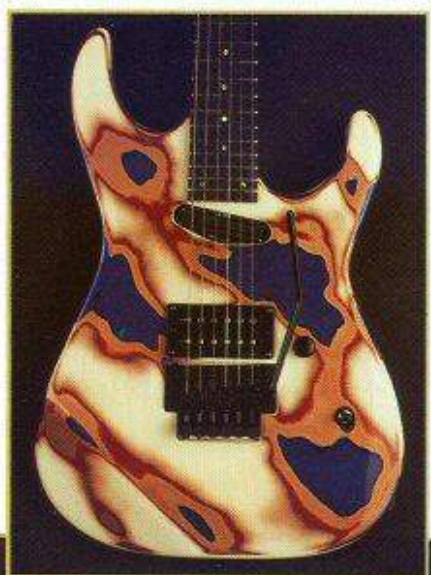
THE GRAPHIC FINISHES AND CUSTOM GUITARS PICTURED ON PAGES 5, 6 & 7 ARE ONLY A FEW EXAMPLES OF WHAT'S AVAILABLE FROM THE ESP CUSTOM SHOP.

IF YOU WOULD LIKE AN INSTRUMENT BUILT TO YOUR SPECIFICATIONS, PLEASE SUBMIT THE CUSTOM ORDER FORM ON THE BACK COVER OF THIS CATALOG TO AN AUTHORIZED ESP DEALER.

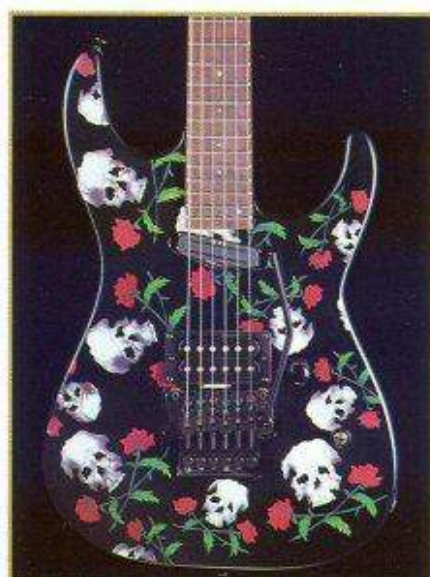
GRAFFITI



SNAKESKIN



MULTISWIRL



SKULLS & ROSES



BLOND



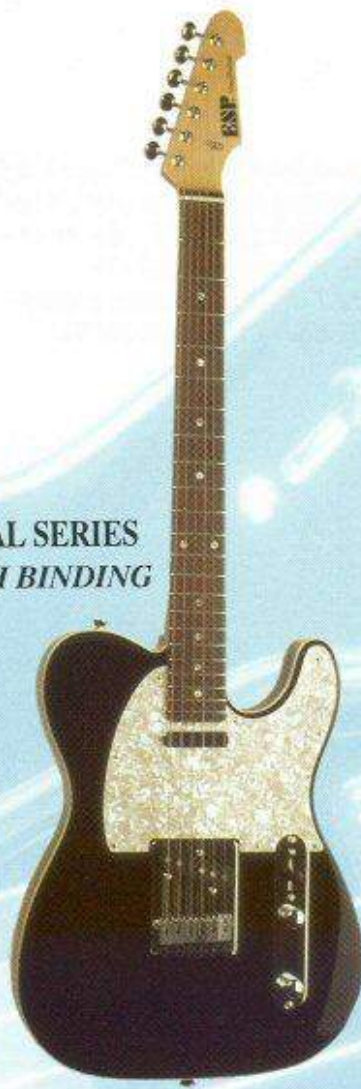
FLAMES



CUSTOM TRADITIONAL
*NATURAL FINISH,
FIGURED MAPLE TOP,
LOCKING TREMOLO,
BLACK HARDWARE*



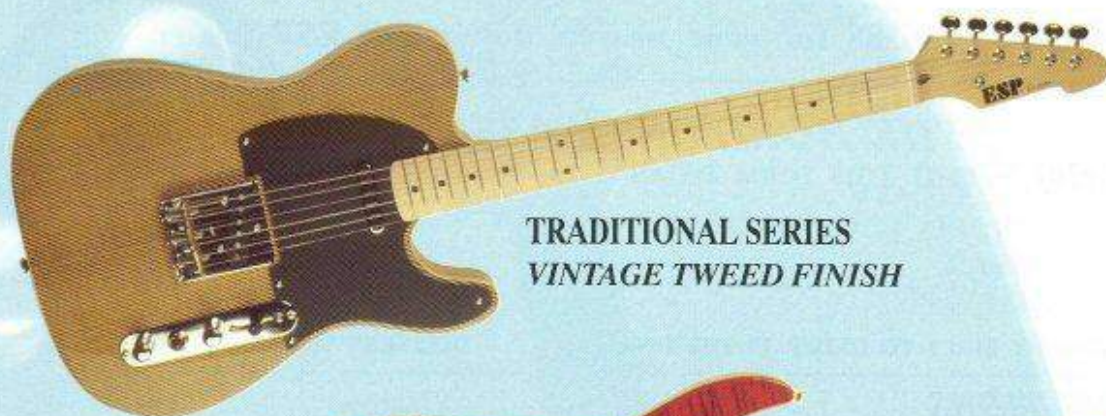
TRADITIONAL SERIES
BLACK WITH BINDING



M-II DELUXE
*BLACK, 2 HUMBUCKING EMG PICKUPS,
SKULL & CROSSBONE INLAYS*



M-II DELUXE
*SEE-THRU PURPLE,
FIGURED MAPLE TOP,
GOLD HARDWARE*



TRADITIONAL SERIES
VINTAGE TWEED FINISH



M-II CUSTOM
*SEE-THRU RED, FIGURED MAPLE TOP,
H/S/H EMG PICKUPS, GOLD HARDWARE*



HORIZON-4
*SEMI-HOLLOW BODY,
BINDING,
FIGURED MAPLE TOP*



TRADITIONAL SERIES
*HONEY SUNBURST,
GOLD HARDWARE*



Call us at 800 423-8388 for your nearest authorized ESP dealer

THE HORIZON CLASSIC

PLEASE SUBMIT THIS FORM TO AN AUTHORIZED ESP DEALER

Date:
Dealer:
Customer:

EACH INSTRUMENT BUILT TO ORDER IN THE U.S.A

DELIVERY TIME 3 MONTHS

SPECIFICATIONS

STANDARD: Carved top body, set neck construction, 24 3/4" scale length, dot inlays with "ESP" inlay at 12th fret, thin "U" shape neck contour, 1 5/8" nut width, extra jumbo frets.

MATERIALS: ☐ Mahogany with figured maple body top and matching headstock
☐ Mahogany body and neck

SELECT FROM THESE OPTIONS AT NO ADDITIONAL COST

CONSTRUCTION: ☐ Solid body
☐ Semi-hollow body

BRIDGE SYSTEM: ☐ Non-tremolo
☐ Floyd Rose licensed double locking tremolo system
☐ Non-locking tremolo with Sperzel locking tuners & graphite nut

FRETS: ☐ 22 ☐ 24

FINGERBOARD: ☐ Rosewood ☐ Maple

PICKUPS: ☐ EMG ☐ Seymour Duncan ☐ ESP ☐ _____

CONFIGURATION: ☐ 2-Hum ☐ Hum/Single ☐ H/S/S ☐ H/S/H ☐ S/S/S

PICKUP MODELS: Bridge: _____ Middle: _____ Neck: _____

CONTROLS: ☐ Master volume, master tone, pickup selector switch
☐ Other: (Specify switches, controls and desired placement)

HARDWARE: ☐ Gold ☐ Black ☐ Chrome

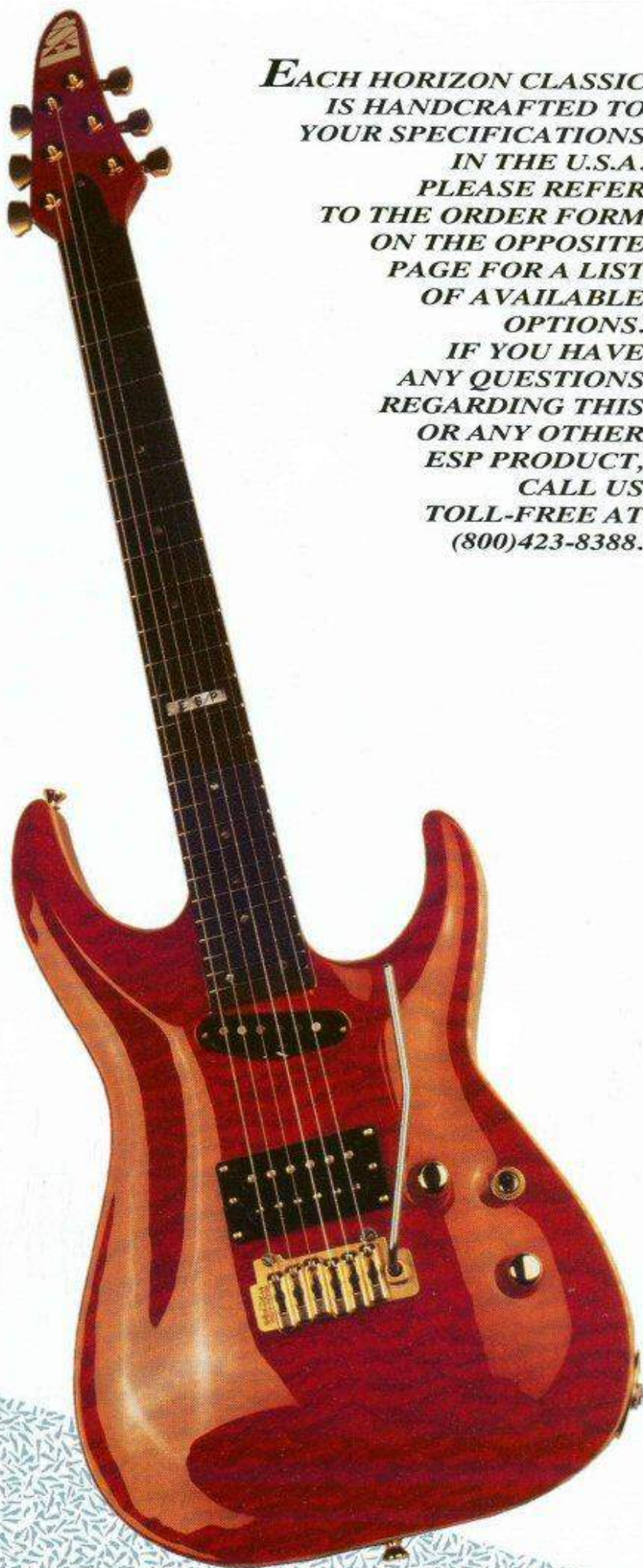
COLOR: ☐ See-thru blue ☐ See-thru red ☐ Cherry sunburst
☐ " green ☐ " black
☐ " purple ☐ Honey sunburst ☐ _____

STRING GAUGES: _____





***EACH HORIZON CLASSIC
IS HANDCRAFTED TO
YOUR SPECIFICATIONS
IN THE U.S.A.
PLEASE REFER
TO THE ORDER FORM
ON THE OPPOSITE
PAGE FOR A LIST
OF AVAILABLE
OPTIONS.
IF YOU HAVE
ANY QUESTIONS
REGARDING THIS
OR ANY OTHER
ESP PRODUCT,
CALL US
TOLL-FREE AT
(800)423-8388.***





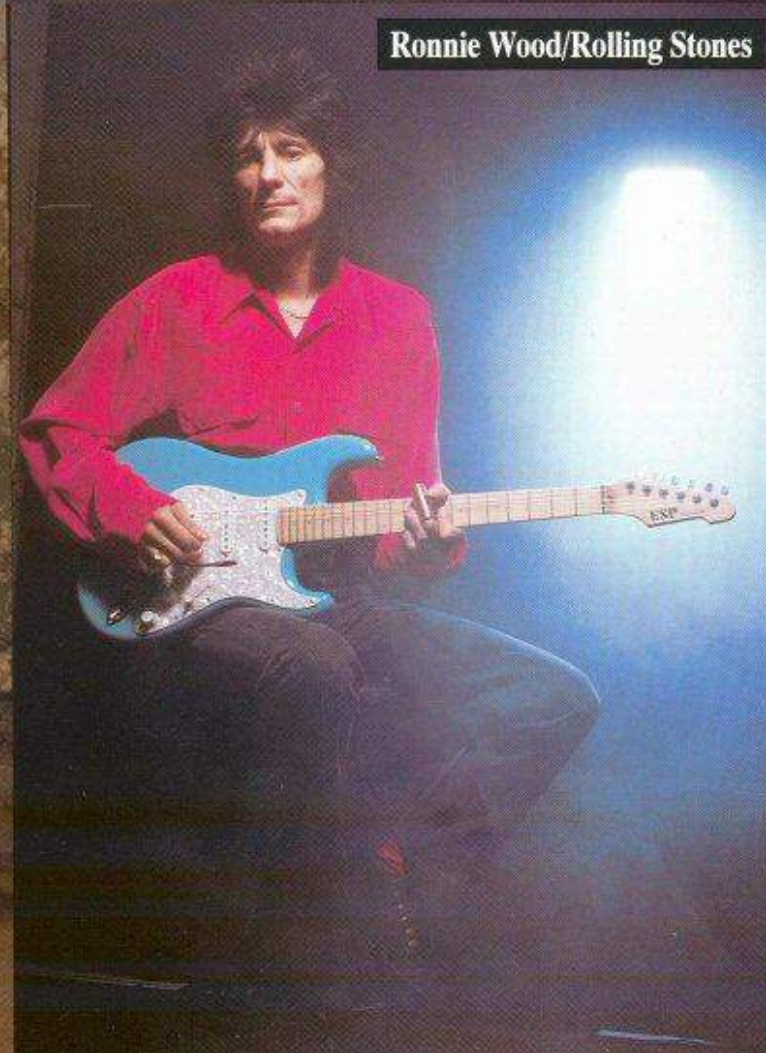
Kirk Hammett/Metallica



James Hetfield/Metallica



Greg Chaisson/Badlands



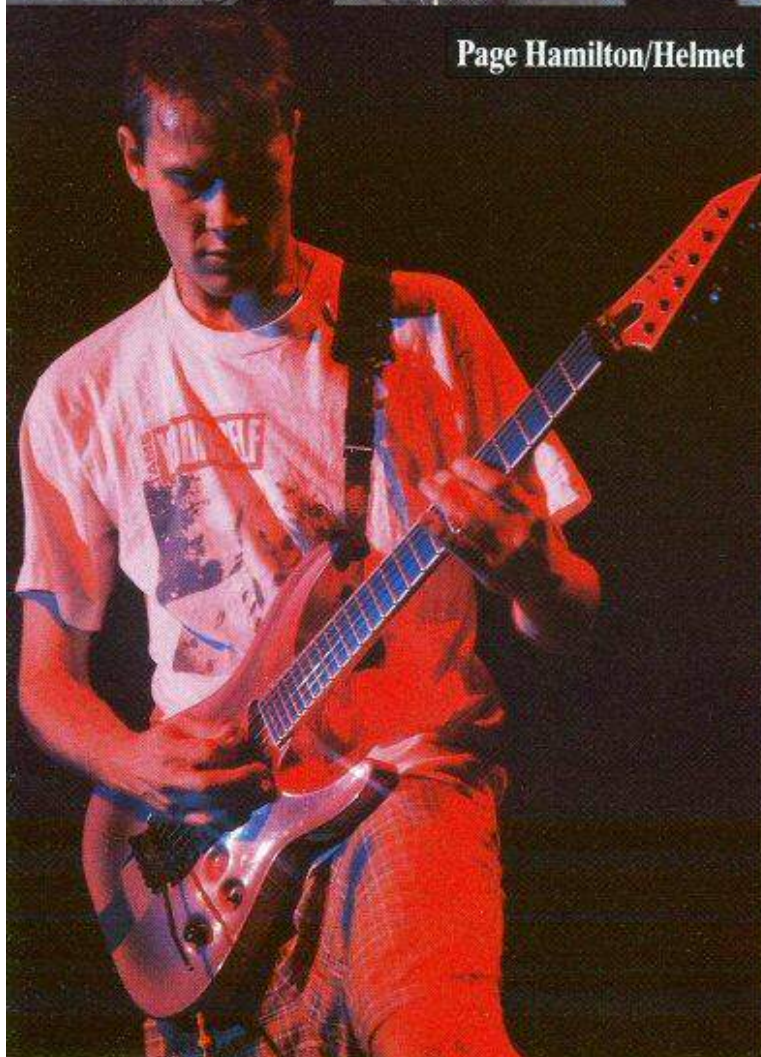
Ronnie Wood/Rolling Stones



Bruce Kulick/KISS



Michael Wilton & Chris DeGarmo/Queensrÿche



Page Hamilton/Helmet



Gilby Clarke/Guns 'N' Roses

Call us at 800 423-8388 for your nearest authorized ESP dealer

ESP CUSTOM ORDER FORM

PLEASE SUBMIT THIS FORM TO AN AUTHORIZED ESP DEALER

Date:
Dealer:
Customer:

MINIMUM CUSTOM ORDER DELIVERY TIME IS FOUR MONTHS

MODEL: _____ []RIGHT-HANDED []LEFT-HANDED

BODY

BODY SHAPE: []M-II []Maverick []Horizon []Strat []Tele []Other _____

CONSTRUCTION: []Bolt-on []Neck-thru []Set neck

MATERIAL: []Alder []Ash []Maple []Mahogany []Figured Maple Top []Other _____

BINDING: TOP: []Yes []No BACK: []Yes []No BINDING COLOR: []White []Creme []Black

ROUTING: []Back (NO PICKGUARD) []Front (WITH PICKGUARD)

PICKUP CONFIGURATION: NECK: []Hum []SC MIDDLE: []Hum []SC BRIDGE: []Hum []SC
(IF SLANTED, PLEASE SPECIFY)

FINISH: _____ (IF NOT A STANDARD FINISH, SUPPLY SAMPLE COLOR OR ARTWORK)

NECK

HEADSTOCK SHAPE: []ESP Pointed

[]ESP Traditional []Horizon (3 per side)

[]Explorer []Other _____

INLAYS: []Dots []Offset Dots []None

[]Other _____

"ESP" INLAY AT 12th FRET: []Yes []No

REVERSE: []Yes []No TILT: []Yes []No

FINGERBOARD END: []Square []Round

HEADSTOCK FINISH: []Black []Natural

[]Match Body Finish []Other _____

FINGERBOARD BINDING: []Yes []No

HEADSTOCK BINDING: []Yes []No

BINDING COLOR: []White []Creme

NECK FINISH: []Satin []Match Body

[]Unfinished []Gloss []Other _____

NUT: []Locking []Bone []Graphite []Brass

WIDTH: []1 5/8 []1 11/16 []1 3/4 []Other _____

FINGERBD: []Maple []Rosewood []Ebony

NECK CONTOUR: _____

NUMBER OF FRETS: []21 []22 []24

SIZE: []Ex. Jumbo []Med. Jumbo []Normal

LOGO: []ESP []ESP (Model Name) []ESP Custom

[]ESP _____

PARTS

HARDWARE COLOR:

[]Black []Chrome []Gold

TUNING MACHINES: []Deluxe Gotoh

[]Vintage Kluson []Locking Sperzel

BRIDGE SYSTEM:

[]Floyd Rose Licensed Locking Tremolo

[]Vintage Strat Tremolo

[]2-Point Vintage Strat Tremolo

[]Non-Tremolo

[]Other _____

INPUT JACK: []Side of Body []Deep Dish

Other _____

PICKUPS: []ESP []EMG []Seymour Duncan

PICKUP MODEL: Neck: _____

Middle: _____

Bridge: _____

RECESSED TREMOLO: []Yes []No

CONTROL PATTERN:

(Specify controls, _____

switches, or any _____

special wiring) _____

PICKGUARD: []No []Yes

Color _____

PLEASE ATTACH ANOTHER SHEET FOR ANY ADDITIONAL DIAGRAMS OR INSTRUCTIONS

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THE ESP GUITAR CO.

P.O. BOX 931596 LOS ANGELES, CA 90093-1596

ESP DEALER TERMS & SALES REP INFO

1993

THE ESP GUITAR COMPANY INC.
800 423-8388 213 969-0877 FAX 969-0974

7561 SUNSET BLVD. HOLLYWOOD CA 90046

TERMS:

ALL GUITAR AND BASS ORDERS WILL BE INVOICED AT A 50% DISCOUNT FROM LIST PRICE.
AN ADDITIONAL 5% DISCOUNT WILL BE GIVEN FOR C.O.D. OR PROMPT PAYMENT (30 DAYS). REPLACEMENT PARTS
ORDERS DO NOT RECEIVE THE ADDITIONAL 5% DISCOUNT. ALL ORDERS WILL BE C.O.D. CASH UNLESS A CREDIT
APPLICATION HAS BEEN SUBMITTED AND APPROVED IN ADVANCE.

ESP GUITARS AND BASSES ARE SOLD ON AN EXCLUSIVE DEALER BASIS.
OPENING ORDERS WILL BE FOR EIGHT PIECES. THESE INSTRUMENTS MAY BE SCHEDULED FOR DELIVERY IN TWO
EQUAL SHIPMENTS OVER A SIXTY DAY PERIOD. OPENING ORDERS MUST INCLUDE A PRODUCT MIX OF BOLT-ON AND
NECK-THRU-BODY INSTRUMENTS.

SHIPPING:

ALL ORDERS WILL BE SHIPPED VIA UNITED PARCEL SERVICE (GROUND) UNLESS OTHERWISE SPECIFIED.
ALL SHIPPING CHARGES WILL BE PAID BY DEALER.
ALL DELIVERIES WILL BE F.O.B. HOLLYWOOD, CALIFORNIA.
DEALERS WILL BE RESPONSIBLE FOR SHIPPING COSTS ON PROPERLY SHIPPED ORDERS THAT ARE REFUSED.

BACK ORDERS:

ITEMS NOT IN STOCK WILL AUTOMATICALLY BE PLACED ON BACK ORDER AND WILL BE SHIPPED AS SOON AS
POSSIBLE. PLEASE CALL WITH ANY QUESTIONS REGARDING THE STATUS OF YOUR ORDER.

RETURNS & CREDITS:

IF YOU ARE NOT COMPLETELY SATISFIED WITH THE PRODUCT YOU RECEIVE, YOU MAY RETURN IT FOR
CREDIT. IF YOU WISH TO MAKE A RETURN YOU MUST RECEIVE AUTHORIZATION FROM OUR NEW YORK OFFICE. ALL
REQUESTS FOR RETURNS MUST BE MADE WITHIN TEN DAYS AFTER RECEIPT OF SHIPMENT. RETURNS MUST BE IN
ORIGINAL CONDITION.

SALES REPRESENTATIVES & TERRITORIES:

BLACKHAWK MARKETING CA. OR. WA
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SILVER LINING SALES IL. WI. MI
1937 QUAKER HOLLOW LA. STREAMWOOD, IL. 60107 TODD McCAGG 708 884-9195 FAX 884-9208

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MICHAEL KROPP SALES CT. RI. MA. ME. VT. NH
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McFADDEN SALES & MARKETING IN. KY. OH
2939 DONNYLANE BLVD. COLUMBUS, OHIO 43235 ROB JOSEPH 614 761-3177 FAX 761-2487

THE ESP GUITAR COMPANY REMAINING STATES
800 423-8388

THE RUSS HEINL GROUP CANADA
24-10471 RESTHAVEN DR. SIDNEY, B.C. CANADA VHL-3H6 RUSS HEINL 604 656-5133 FAX 656-5137